(b) whether CAS is in force in Delhi also;

(c) if so, since when;

(d) whether production of Set Top Boxes has been started in the country; and

(e) if so, the place where it is to be manufactured and the price of one Set Top Box?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (c) The Conditional Access System (CAS) is currently under implementation only in Chennai city since 1.9.2003.

(d) and (e) Yes, Sir. Presently, the Set Top Boxes (STBs) are both imported and indigenously manufactured. There are some indigenous manufacturers like the Bharat Electronics Ltd. (BEL) at Bangalore, T.V.S. Electronics at Chennai, Flextronics at Bangalore, Celtronics at Mumbai and the Centre for Development of Advanced Computing (C-DAC) at Noida (UP) for the Set Top Boxes. The prices varies between Rs. 3,000/- and Rs. 4,500/-

Time prescribed for telecast of programmes by DD

†1091. SHRI HARISH RAWAT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the prescribed time for the programmes being telecast by the Delhi's Centre of Doordarshan to promote regional languages, dialects and cultural programmes and folk songs based on them;

(b) whether folk songs and cultural programmes belonging to the Garhwal and Kumaon regions of Uttaranchal are telecast every month by the Delhi's Centre; and

(c) if so, the details thereof and time limit prescribed therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (c) Programmes based on the folk and cultural activities of different regions are telecast by DDK, Delhi in the following time slots:

(i) 7.15 PM to 7.30 PM

Monday to Thursday and Sunday

†Original notice of the question was received in Hindi.

(ii) 7.30 PM to 8.00 PM

Monday

Kendra is telecasting folk songs and regional programmes of different regions regularly including folk songs and cultural programmes of Kumaon and general regions, details of few are listed below:—

1. 29.11.2003—1830 hrs.—Kumaon Lok Nritya—30 mts.
2. 13.6.2004—1915 hrs.—Garhwal Lok Geet—15 mts.
3. 9.8.2004—1915 hrs.—Garhwal Lok Geet—15 mts.
4. 7.11.2004—1915 hrs.—Garhwal Lok Geet—15 mts.

Advertising of unworthy products

1092. SHRI T.T. V. DHINAKARAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware of misuse of media for advertising unworthy products to deceive people;

(b) If so, whether Government would make product quality certificate essential for the products to be advertised through any media; and

(c) whether Government would also set up an authority to issue such certificate?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (c) In so far as the Print media is concerned, the Government does not interfere in the matters relating to the Press. The Press Council of India (PCI) is a statutory authority established for preserving the freedom of the Press and for maintaining and improving the standards of newspapers and news agencies in India. PCI has set the Norms for Journalistic Ethics, which states that the editors should insist on their right to have the final say in the acceptance or rejection of advertisements. The Advertisement Code framed by the Advertising Standard Council of India (A.S.C.I) aims to ensure the truthfulness and honesty of representations of claims made by advertisement and to safeguard against misleading advertisements.